



LEVERAGING TECHNOLOGY + SOCIAL MEDIA DURING COVID- 19 and BEYOND

TIPS + STRATEGIES FOR LOCAL BUSINESS OWNERS

COMMUNICATION • STRATEGY • MARKETING • PREPAREDNESS • LOCAL





The Covid-19 pandemic has created a renewed desire on the part of residents and businesses to shop locally and foster local self-reliance.

According to a Nextdoor survey, **72%** of members believe they will frequent local businesses more often after this crisis.

OUR PROMISE TO YOU

As your local media and news organization, we understand how your business has been impacted by the novel Coronavirus and the challenges you are currently facing. Our promise to you and the communities we serve together is to assist businesses like yours as much as possible through these changing times.

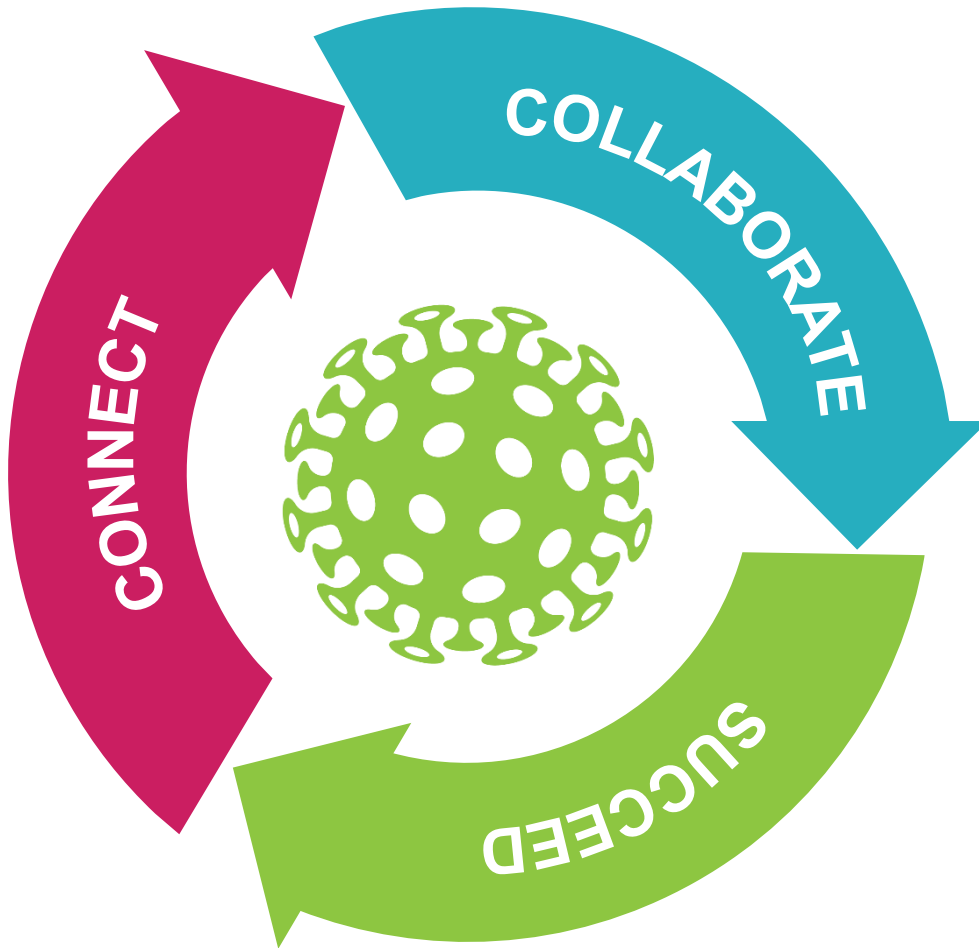
“ We want you to know that you are not alone in navigating this difficult time. We will work tirelessly to provide you with advice, resources, tips, and support you need to help ensure your business comes out successful in the weeks and months to come.

Together, we can get through this!

”

AGENDA

- Overview
- COVID-19 & Local Businesses
- Communication Strategy
- Where to Communicate
- Additional Resources
- How Can We Help?



CONNECT

Develop a communication strategy - and continue to update it frequently as events and offerings change.

COLLABORATE

The *way* you communicate, and the methods used to reach your audiences are vital.

SUCCEED

Stay connected with your clients, customers and staff.

SHOP LOCAL: It's More Than Just a Slogan



80%

Of consumers feel more or as connected to their communities than they did before the pandemic. (Accenture)



The Cost of Technology



CONNECT



STAY CONNECTED.

Communicate with your Local, Loyal Customers. Make sure you have updated your hours and safety precautions across all platforms. Ensure your information is current everywhere your business is customer-facing

Even if you need to close your business, there are ways to stay connected!

DO

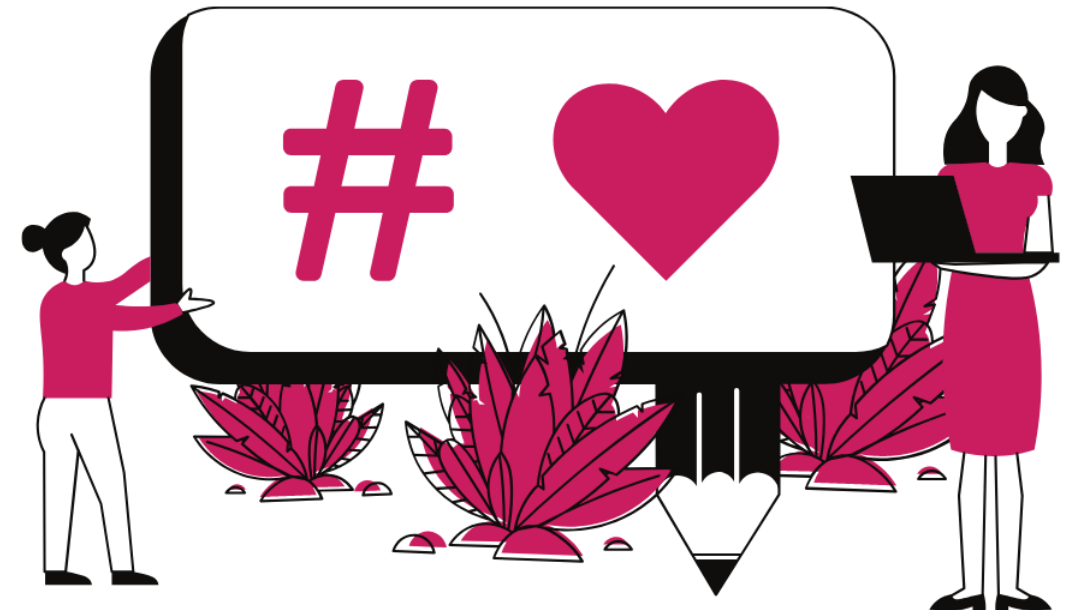
Consider new ways of **communicating** your business.

- Google My Business
- Facebook
- Instagram
- Text
- Email

Change the way you operate. Become **community “for good”, promotion** and **positive content** driven.

- Gift Card **Promotions**
- Curb-Side **Pick-Up** or **Delivery**
- Host **Online** Tutorials, Demonstrations, Events
- Opening up **Free** Resources

Work with other **local businesses**.



STAY CONNECTED

SHIFTING FOCUS: ADJUSTING YOUR BUSINESS MODEL



If you haven't already, consider what changes you can make to your business to not only stay afloat during these times, but also better serve your customers' changing needs where they are – at home.

Many restaurants shifted to delivery, carry out, and curbside pickup with no or limited contact options available.

How can your company shift to offer services remotely in a virtual manner?

SHIFTING YOUR BUSINESS MODEL - IDEAS

ANNOUNCE CONTESTS
& GIVEAWAYS VIA
INSTAGRAM AND
FACEBOOK LIVE VIDEO

JOIN LOCAL CURBSIDE
DELIVERY RESOURCES –

Christopher's CARES!

STORE FRONT IS CLOSED | 4 WAYS TO SHOP!

SHOP

CALL US

314.909.0202

SHOP

LIVE FROM FACEBOOK

CALL 314.909.0202 AFTER LIVE TO PURCHASE ANY SPECIALS!

SHOP

PRIVATE SHOPPING SPREE VIA FACETIME

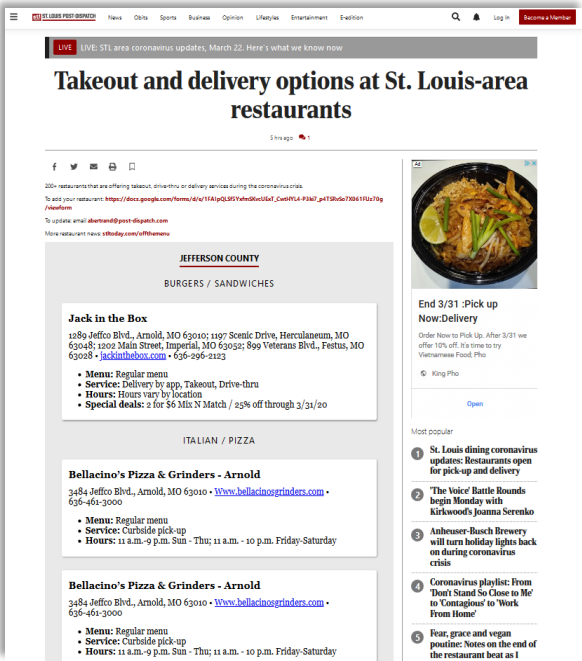
BOOK YOUR APPT. TODAY BY CALLING US!

SHOP

ONLINE

VISIT WWW.CHRISTOPHERSGIFTS.COM

OFFER VIRTUAL STYLING, TOURS, OR SUPPORT!



**QUARANTINE CARE PACKAGE
BACK IN STOCK!**

(2) 24oz Frozen Cocktails (2) Domestic Beers (1) Take-n-Bake Pizza (Cheese, Asiago Chicken, Sausage & Pepperoni) (1) Bag of 50 Pretzel Bites (2) Pickleman's Cookies (2) Bottles of Water (1) \$15 Narwhal's Gift Card (1) \$10 Pretzel Boy Gift Card (1) Pickleman's Free Sandwich Card (1) Narwhal's Branded Straw (1) Roll of Toilet Paper

**BUILD QUARANTINE CARE KITS
FULL OF LOCALS' FAVORITE
THINGS TO EAT, SEE AND DO. SELL
THEM ONLINE OR BY PHONE
WITH CURBSIDE PICKUP**

Give The Gift Of KNEAD

A \$100 gift card purchase will be rewarded with a \$20 bonus; and a \$200 gift card will be rewarded with a \$40 bonus...

A \$500 gift card purchase will be rewarded with a \$150 bonus!

**OFFER GIFT CARD
BONUSES TO GET
INSTANT SALES
FOR FUTURE
SHOPPING**

**MAKE SURE YOUR BUSINESS
IS LISTED ON OUR FREE
LOCAL DIRECTORIES!**

**OFFER SOME PRODUCTS OR
SERVICES WITH FREE SHIPPING,
DELIVERY, OR FOR PROCEEDS TO
BE DONATED WHEN PURCHASED**



COLLABORATE



UTILIZE LIVE VIDEO PLATFORMS + HOST VIRTUAL MEETINGS

Live video can help you proactively educate and engage with customers. Zoom, Google Hangouts, FaceTime, Facebook Rooms/Videos are all FREE options that can keep you connected to your clients, employees and suppliers.

FACEBOOK & INSTAGRAM LIVE

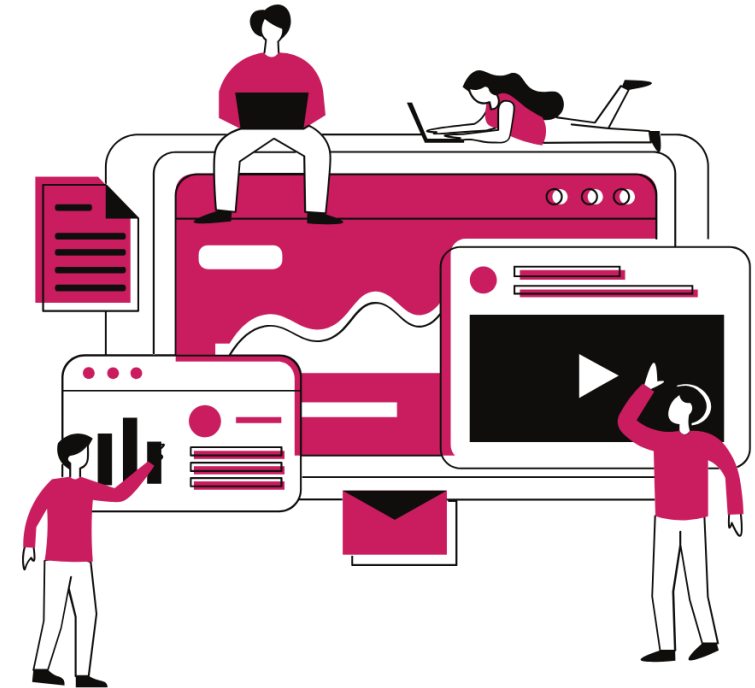
If you typically provide a service that requires your customer to visit your location, strategize new ways to communicate with them through live video platforms. For Example:

- Virtual Cooking Class or Tips on How to Cook Recipes
- Virtual Styling 101 (great for boutiques!)
- Interior Design Tips
- Tutoring Services
- Virtual Consultations
- At Home Workouts

YOUTUBE:

YouTube offers a 'live' function, and also offers the ability to host your videos online – giving you the ability to add to your website.

- Post videos to your YouTube page now and share them on your socials later.



COMMUNICATION STRATEGY

DO

- Work with other **local businesses**.
- Create **survival or care kits**.
- Develop **partnerships**, especially if you're able to offer items from a business who has to close its doors during this time.

Increase Communication on Social Media.

- Disregard best practices on social post minimums and maximums – (Yes, you are reading that correctly!)
- Set-Up Auto Responses on Facebook Messenger and Instagram Direct Messages.
- Add Facebook chat/messenger to your website to help your customer service.



Gus' Pretzel Shop
28 mins · 🌐
We stopped at Fitz's South County for carry out on our way home.
#shopsmall #supportlocal



Narwhal's Crafted
March 20 at 9:31 PM · 🌐
Our friends at Picklemans doing their part to support our local health workers! #314TOGETHER #ShopLocal



Pickleman's (Creve Coeur, MO) is at Mercy Hospital St. Louis.
March 20 at 6:56 PM · St. Louis · 🌐
Thank you to the team at Mercy Hospital for all your hard work and dedication. The workers of the healthcare industry have supported us for many years and we are happy to support them now! 50 individually packed box lunches. 🙌👥📦 You Rock! @ Mercy Hospital St. Louis

Helen Fitzgerald's
5 mins · 🌐
Thank you Dierbergs Markets and thank you to everyone that continues to choose us for your curbside orders!
Give us a call 314-984-0026 to place your curbside or carryout order & delivery options are available! Just ask for details!
We are all in this together!



Syberg's (Gravois)
2 hrs · 🌐
Dierbergs Markets, THANK YOU! For continuing to support other local businesses. Today we had the pleasure of delivering lunch to the hard working Dierbergs empl...
See More



SUCCEED



STAY CONNECTED ON SOCIAL MEDIA

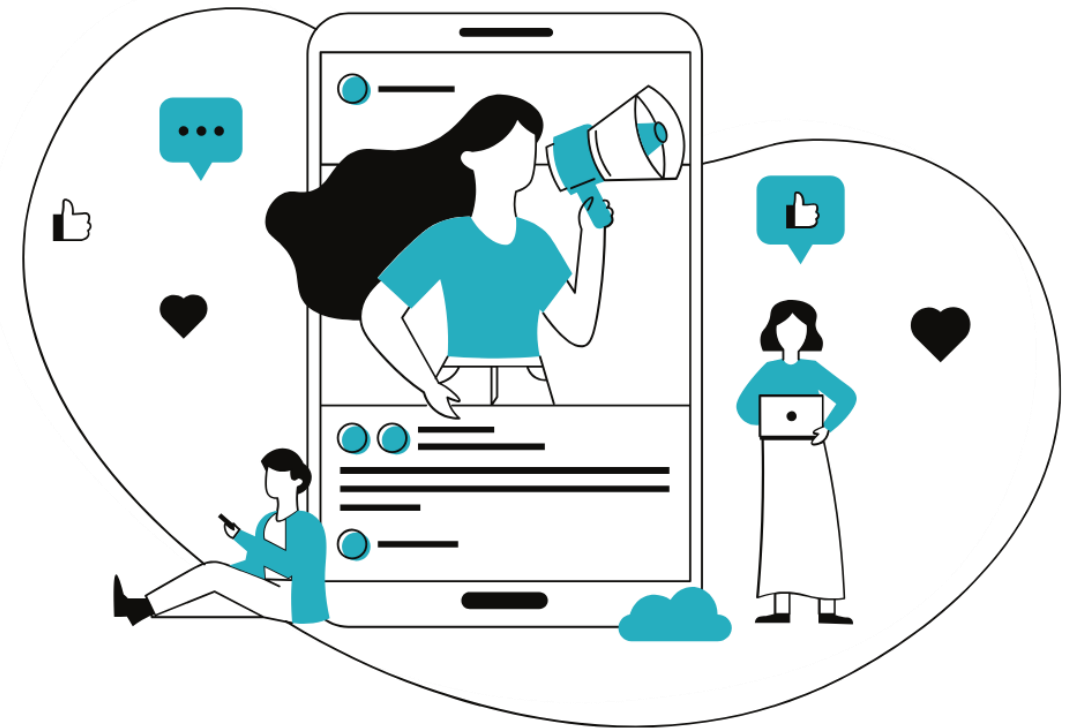
It's difficult in a challenging situation to continue communicating with employees and customers.

FACEBOOK & INSTAGRAM:

If you haven't already, create business pages on both Facebook & Instagram.

- Post frequently with any information that is relevant to your audience – up to 5x per day is generally appropriate.
- Set-up auto responses on Messenger and Instagram Direct.
- Based on your goals, boost posts that are most relevant to your success or that you want larger audiences to see.
- **New** services such as delivery, curbside pickup, online events or tutorials
- **Special** promotions or gift cards

If you haven't already, create Facebook, Instagram, and Google My Business Pages to easily and effectively communicate with employees and customers.





SELL PRODUCTS and SERVICES ONLINE

Even if you don't have an eCommerce website, you can look into promoting, or even selling your product through platforms you currently do utilize, such as Facebook.

DIGITAL EXPERIENCE

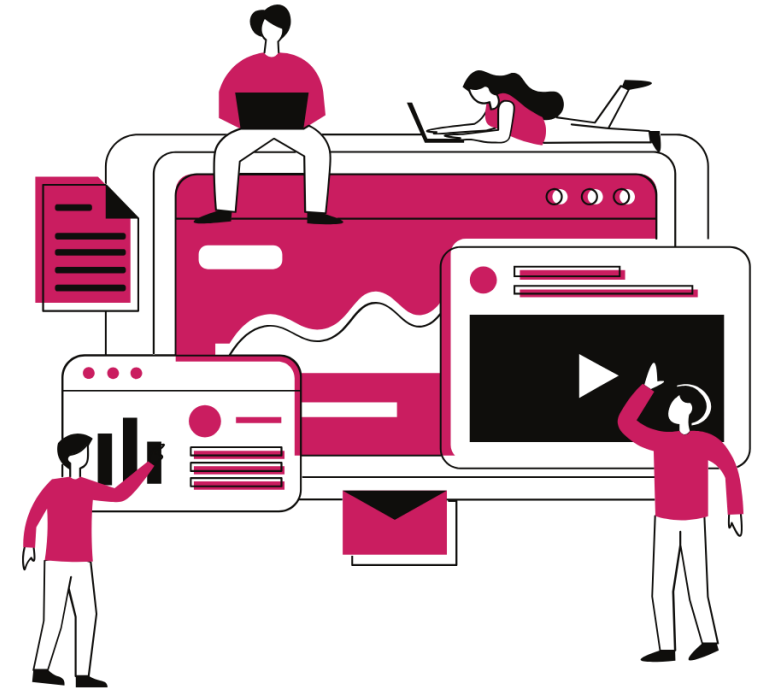
Put yourself in the customer's shoes – or, better yet, find someone who's never used your website to test it for you – and practice the customer's buying journey. Is it easy for them to find the product they need? Is the checkout process quick and easy? Can the customer find support information if they need it? Here's what we know:

- 87% of U.S. consumers prefer to shop at stores that have touchless or robust self-checkout options. (Shekel)
- Click and Collect. 65% of shoppers like the BOPIS experience.
- Most online shoppers want 2-3 day shipping.

Get Set Up to Accept ONLINE Payments:

Many businesses are closing to the public so accepting cash or in-person payments is no longer an option.

- PayPal
- Square
- Venmo!!





DON'T

Go **dark in the digital world**, even if you close business for now.

Instead, continue to **communicate** with your customers and potential customers.

Use this time **to re-develop your business plan** and strategy.

Highlight key things your employees are doing or focusing on in the community.

Remain involved and continue to **support other local businesses**, your customers will remember this in the end and come back tenfold.





QUICK REVIEW

We're Here to HELP,

*We are
stronger
together*

And we WILL get through this!

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